



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**

ROY COOPER • Governor

KODY H. KINSLEY • Secretary

YVONNE COPELAND • Director, Division of Child and Family Well-Being

May 28, 2024

Dear County Directors of Social Services

Attention: Food and Nutrition Services Managers and Supervisors

Subject: Benefits Data Trust Recertification FNS Texting Project

Priority: Information

As part of the SNAP Outreach Plan with the North Carolina Department of Health and Human Services (NC DHHS), Benefits Data Trust (BDT) will conduct text message outreach to help North Carolina Food and Nutrition Services (FNS) beneficiaries across the state recertify for FNS using BDT's texting platform and client-level data shared from NC FAST.

Through this texting outreach project, we hope to encourage FNS beneficiaries to submit their recertification to county DSS in a timely manner to avoid delays or loss of benefits. FNS beneficiaries will have an option to opt out of receiving text messages from BDT.

This project will build upon the learnings from a text message outreach pilot conducted by BDT, in partnership with NCDHHS, in 10 counties from June 7, 2023 to September 30, 2023. Of the clients that were texted, 25% of them that interacted with BDT's text messages had completed their recertification status in a timely manner. The total number of clients that engaged with BDT's text messages was 1,288 or 29% of those clients that received the text messages. The opt out of rate was 4%. Several county DSS staff interviewed by BDT after the pilot reported that they saw the texting as positive for them and their participants and that they would opt in to continue if the project renewed statewide in 2024.

As part of the effort to expand this initiative statewide, BDT will send four text messages to provide "nudges" to clients who are due for their FNS recertification. This project will also explore dynamic texting (two-way) vs. static texting (one-way).

Through the pilot, NCDHHS learned that FNS beneficiaries were concerned about texting scams. If DSS offices receive calls from clients with questions or concerns about this text message outreach project, please let the client know that BDT is a legitimate SNAP outreach partner and neither NC DHHS nor its partner will ever ask to provide sensitive personal information via text. In addition, our website has been updated to provide more information about our SNAP-Outreach partners, including Benefits Data Trust and this project.

<https://www.ncdhhs.gov/divisions/child-and-family-well-being/food-and-nutrition-services-food-stamps/north-carolina-snap-outreach-partners>

NC DEPARTMENT OF HEALTH AND HUMAN SERVICES • DIVISION OF CHILD AND FAMILY WELL-BEING

LOCATION 5601 Six Forks Rd, Building 2, Raleigh, NC 27609

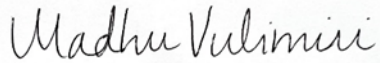
MAILING ADDRESS: 2416 Mail Service Center, Raleigh, NC 27699-2420

www.ncdhhs.gov • TEL: 919-707-5800 • FAX: 919-870-4819

AN EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

The BDT texting project is set to launch **June 12th, 2024** and will be a part of BDT's outreach scope of work as long as funding is approved. If you have any questions, please contact Konnie Tran at 919-707-5657 or via email at konnie.tran@dhhs.nc.gov

Sincerely,

A handwritten signature in black ink that reads "Madhu Vulimiri". The signature is written in a cursive style and is centered on the page.

Madhu Vulimiri, MPP
Deputy Director
Division of Child and Family Well-Being

MV/vd/kt

EFS-FNSEP-11-2024